

AUG 17 1927

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXII

NEW YORK, AUGUST 13, 1927

No. 7

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SPRING TIDES

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"An epic of the woods."

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"Vim and vigor are notable."

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"Alluring background—picturesque story." *New York Times.*

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"Forthright, vivid fiction."

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"A novel daring and vivid."

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"Unusually intimate and spirited."

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"Descriptions are splendid."

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Chicago Daily News.

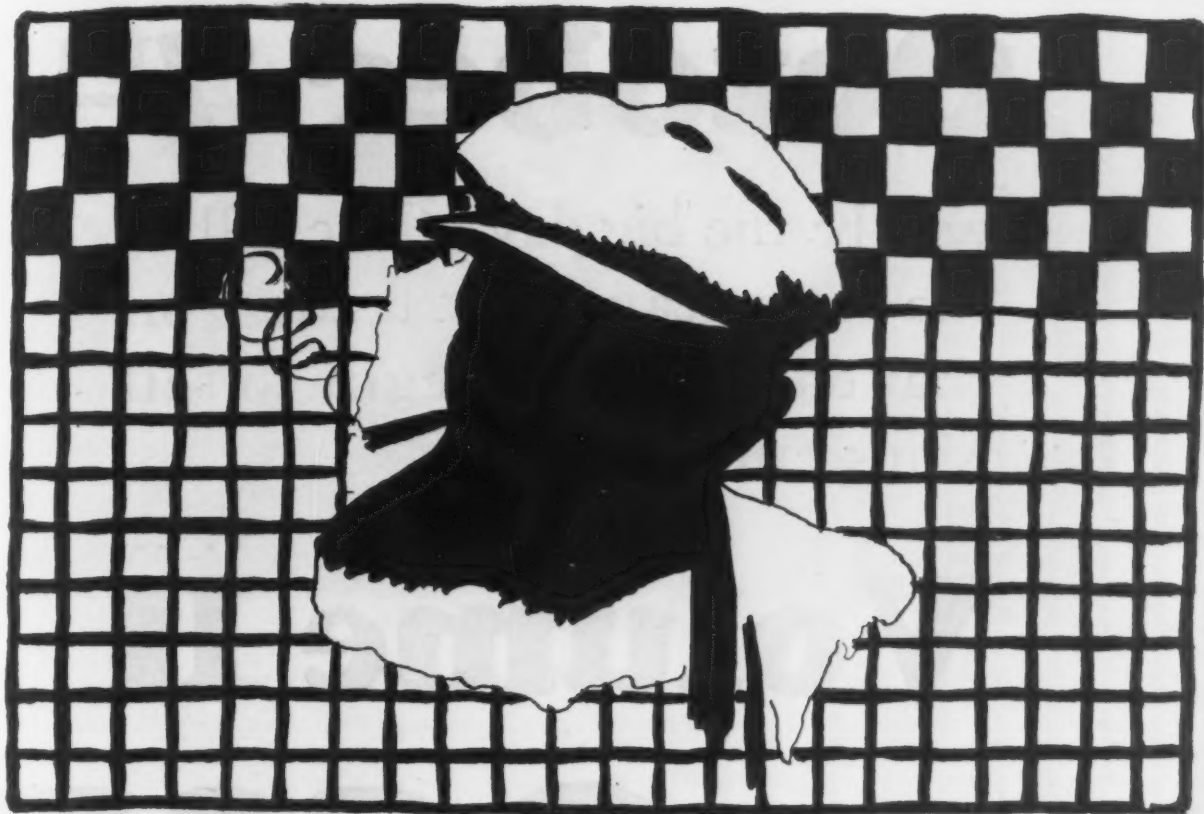
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REILLY & LEE

New York



They strolled on through the summer night . . . the winds rustled in the trees and in the darkness fireflies gleamed. . . . Somewhere, off in the muffled silence, a victrola ground out a cheap little tune that sighed for love, for very love. . . .

In the long shadows between the street light—the boy stooped to kiss her, holding her close, murmuring good night. . . .

She walked on alone—then stopped. A dark familiar figure slouched at the gate in front of her home . . . a cigarette gleamed as he tossed it aside and turned to her with a whispered “Barbara . . . Barberry Bush. . . .”

It was the other man, now almost forgotten, and tomorrow she was to be married.

Never has the author of “Mother” and “Little Ships” written a stronger, more dramatic story. Have you ordered a window display, store displays, imprinted postcards for this big profit book of 1927?

BARBERRY BUSH

BY KATHLEEN NORRIS

Coming Aug. 19th

\$2.00

Doubleday, Page & Co.

October 7th

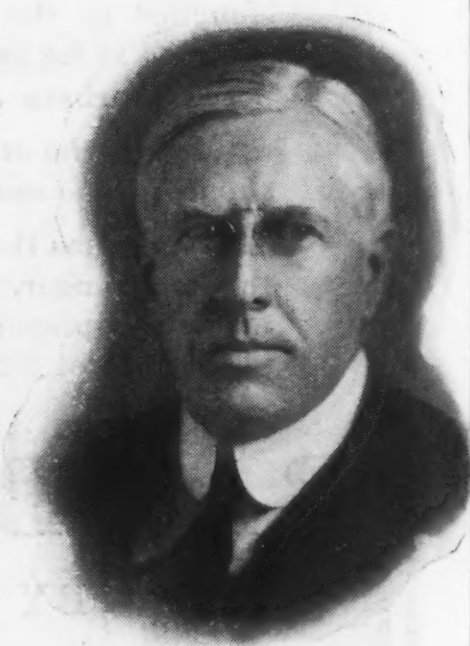
will be the big day of the fall in the American book trade—on that day you can begin to sell Mark Sullivan's

Volume II OUR [1905]

Do you remember what the *New York Times* said of Mark Sullivan when his first volume appeared?

"He is a guide whom no one eager to understand his own time can afford to overlook. He is gathering together the raw material of a period as important as that of the Renaissance or the Crusades, and he is the first man who has done this particular thing in America."

—*New York Times*.



MARK SULLIVAN



You've guessed it—the Floradora Sextette

TIMES

1910]

Everybody has been clamoring for this book—but Mark Sullivan worked on it until he was absolutely satisfied with the result. When you get your first glimpse inside the volume you'll perceive at once that it's even more delightful than the first—that the material of these five years is if anything richer, and the pictorial illustrations even more piquant.

There is a whole public, mostly ready-made, waiting for this book. It includes everybody who bought the first volume, and thousands more who will after they've read this one. Many booksellers have kept a record of every one who bought the first volume. If you are one of those booksellers, we suggest that you lay plans to inform your list of purchasers.

OUR TIMES: Volume II, profusely illustrated,
will sell for \$5.00. What is your order?

CHARLES SCRIBNER'S SONS, NEW YORK

FIND THE CLOCK



by Harry Stephen Keeler

\$2.00

the
best detective
story of the
year

So Say We All—Publishers, Critics, Public



ONE OF
THE BIG

4

Dutton Books





They're here!
Troupers
Footlights
Romance



ZELDA MARSH

CHARLES G. NORRIS
 Author of *Brass*, *Bread, Salt, Pig Iron*



Unquestionably Mr. Norris' finest and biggest work. We are counting— with your cooperation— on ZELDA MARSH leading the best sellers this

Fall and Winter . . . a big-dimensional book . . .

the color and glamour of the stage . . . a great study of character . . . a moving love story.

Write or wire for stock, display posters and imprinted post cards.

{one of the big 4}



E. P. DUTTON & CO., 681 Fifth Ave., New York

**Millions
Have
Bought
His
Books**



A PILGRIMAGE TO PALESTINE

**Will be the 1927 Best Seller of
HARRY EMERSON FOSDICK**

A super travel book by an author in whose works millions have found something to interest them. Dr. Fosdick has walked in the path of the Prophets and followed the stony way of the Messiah. Around the old scenes and the old story he builds gorgeous new pictures and inspiring new interpretations.

The whole book is rich in romance and history -- the glamor of the Orient -- the ever-living appeal of the Bible story to the human heart and spirit.

Beautifully illustrated with full-page color plates.

To be published December 1st

Price \$2.50

Place your requests for sales helps early. *Orders accompanied by this advertisement will be filled at traveler's rates.*

The Macmillan Company

New York City

wolf... wolf...

WE FEEL much like the lad in the fable who lost his sheep because he warbled a false note too frequently. For three years we have been periodically arousing the expectation of the trade with announcements of a new novel by St. John Ervine. And never a novel. Now, at long last, it's here! Really! A wolf of a novel that ought to devour all sales records of St. John Ervine's—and you know how his *Changing Winds* and *The Foolish Lovers* sold in America.

The Wayward Man

By St. John Ervine

The big novel on our fall list is a whimsical, humorous story of a romantic Ulsterman, who was quite as unpractical as a monkey wrench in a hospital operating room. The career of "Darkie" Dunwoody is one that we intend to back with national advertising. Ready in October. \$2.50

Orders accompanied by this advertisement will be filled at traveler's rates.

The Macmillan Company :- New York

Men of Destiny

by
Walter Lippmann

Illustrations by **Rollin Kirby**

Men of Destiny—

Al Smith

"The availability of Al Smith is glaring, indisputable, overwhelming; And yet he is unavailable. By the unspoken and unwritten law of the United States, as it stands today, he cannot be nominated by any national party."

Men of Destiny—

Calvin Coolidge

"Mr. Coolidge's genius for inactivity is developed to a very high point. It is far from being an indolent inactivity. It is a grim, determined, alert inactivity which keeps Mr. Coolidge occupied constantly. Nobody has ever worked harder at inactivity."

Men of Destiny—

Wm. J. Bryan

"Mr. Bryan applied it (the majority principle) absolutely at Dayton, and thereby did a service to democratic thinking. For he reduced to absurdity a dogma which had been held carelessly but almost universally, and thus demonstrated that it was time to reconsider the premises of the democratic faith."

Men of Destiny—

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"The most powerful personal influence on this whole generation of educated people. . . . He has the gift of life. His humor is so full of animal well-being that he acts upon his public like an elixir."

Men of Destiny—

Sinclair Lewis

"Mr. Lewis has prospered by inventing and marketing useful devices for seeing the American scene quickly. It is now very difficult to see any Main Street with an innocent eye. A Babbitt is no longer a man. He is a prejudice."

Men of Destiny—

Wilson and House

"Although this was the closest political friendship of Woodrow Wilson's life, it was a friendship at some distance and always of a certain fragility."

Men of Destiny—

Senator Borah

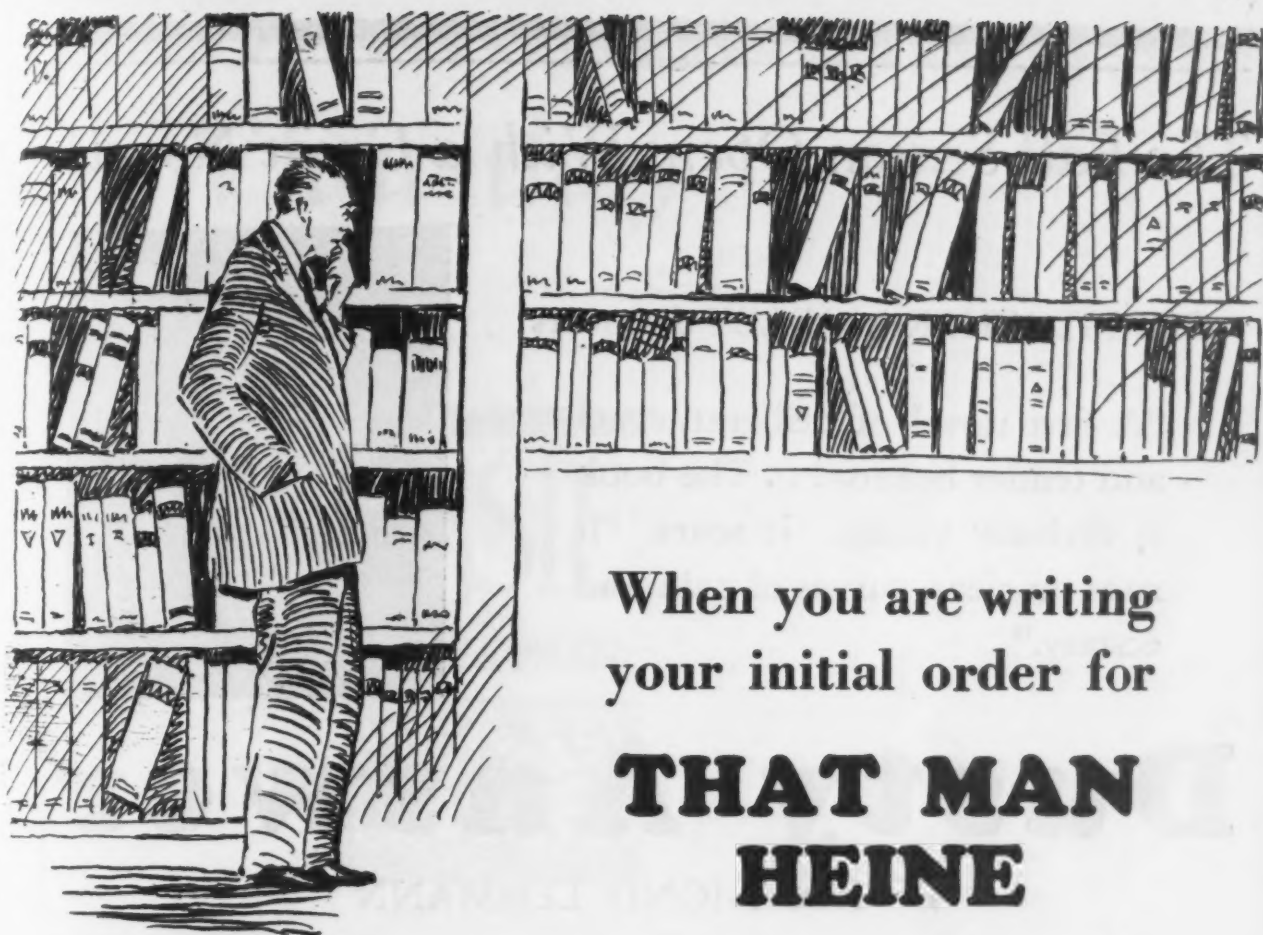
"He is an instinctive conscientious objector. . . . His passion is to expose, to ventilate, to protest, to prevent and to destroy. . . . Amidst trimmers and place warmers he is a gadfly to the bureaucratic and toplofty."

Publication August 30—Price \$2.50—De Luxe Autographed Edition \$5.00

Poster and sales helps for the asking. We are behind this new Lippmann book with national advertising. Orders accompanied by this advertisement will be filled at traveler's rates.

The Macmillan Company

New York



When you are writing
your initial order for

THAT MAN HEINE

and wondering where you can put the stock, you won't find your shelves groaning under unsold copies of Lewis Browne's other books. Both have been big money-makers for book dealers! *Stranger Than Fiction* is still moving steadily after more than two years. *This Believing World* has been on best-seller lists for a year and has just gone into the ninth large printing. We expect the new Lewis Browne book to continue this remarkable record.

THAT MAN HEINE

By Lewis Browne

In collaboration with Elsa Weihl

THE life of Heine was of itself a romance and Lewis Browne has re-created him in all his glamorous adventures, physical and spiritual. Through this first biography of the great German figure in forty years there walks a scintillant figure—saint and sinner, philosopher and fool, poet, man-of-the-world, lover—altogether an amazing fellow. The story has everything to make it sell.

This book is backed by a big advertising appropriation. A striking poster and circular have been prepared. *Orders accompanied by this advertisement will be filled at traveler's rates.*

Ready October 11—Price \$4.00

The Macmillan Company

New York

The Fall Season Opens With a Great Novel!

CHRISTOPHER MORLEY discovers

"A first novel of brilliant, cruel and tender beauty . . . The book is divinely young. It soars. It rises on clean curves of pain and ecstasy."



Dusty Answer

By ROSAMOND LEHMANN

"A remarkable book" is the advance opinion of a score of notable critics. Certain to be the sensation of the fall. A smashing big promotion campaign projected. Be sure to ask for posters and display material. \$2.50

Coming—A New Best Seller Among Biographies

Uncle Joe Cannon

By L. WHITE BUSBEY

Who was Mr. Cannon's Secretary for over twenty years



Reminiscences of one of America's greatest and most picturesque figures and of an important political and social era—a detailed and sympathetic life story set down in Cannon's own words. Copiously illustrated. \$5.00



Acclaimed by English critics a novel of real distinction

Neighbors

By CLAUDE HOUGHTON

"A work of genius."—Robt. Nichols in *The New Statesman*. \$2.50

HENRY HOLT & COMPANY Publishers One Park Ave., New York

What they think of

CASTE

By
COSMO HAMILTON



to be
published
SEPTEMBER
9

"A splendid story. I liked it very much indeed."

Jean Lawlor, BRENTANO'S.

"I am neither a Prophet nor the son of a Prophet, but I see CASTE as a best seller."

William F. Seward,
BINGHAMTON PUBLIC LIBRARY.

"I have read the copy of CASTE you sent me and enjoyed it immensely. I can recommend it very highly."

E. C. Brindell, GEORGE W. JACOBS CO.

"This last volume from the pen of Hamilton is a finely conceived and executed piece of work, the characters drawn with sympathy and insight. I believe the volume will have a large sale and be a pronounced success."

Charles F. Belden,
Director, BOSTON PUBLIC LIBRARY.

"We have enjoyed the book hugely and without hesitation pronounce it the best one written by Cosmo Hamilton. From the standpoint of a book seller, seeking the 'big ones' we see in this a splendid opportunity for a good sale. The story will not disappoint the customers."

C. A. TANNER COMPANY, Wichita, Kan.

PRICE
\$2.00

G. P. PUTNAM'S SONS

Announcing

APPLETON DOLLAR LIBRARY

D. Appleton and Company make the outstanding announcement of a new and altogether extraordinary popular priced library, to be made up of books established as favorites by the very finest writers in the regular editions. The first twenty volumes have now appeared and stock of the library is a necessity wherever books are sold. Convenient pocket sizes, attractive and substantial uniform format, these favorite books are a liberal education.

The First 20 Volumes Published August 12

Others to be added frequently

The Reef	<i>Edith Wharton</i>
Education: Intellectual, Moral and Physical	<i>Herbert Spencer</i>
The Seats of the Mighty	<i>Sir Gilbert Parker</i>
Evelyn Innes	<i>George Moore</i>
Carnival	<i>Compton Mackenzie</i>
A History of Ancient Greek Literature	<i>Gilbert Murray</i>
The Cruise of the Cachalot	<i>Frank T. Bullen</i>
David Harum: A Story of American Life	<i>Edward Noyes Westcott</i>
The Sailor	<i>J. C. Snaith</i>
The Second Generation	<i>David Graham Phillips</i>
The Lilac Sunbonnet	<i>S. R. Crockett</i>
The Secret of the Old Masters	<i>Albert Abendschein</i>
The Story of Extinct Civilizations of the East and West	<i>Robert E. Anderson</i>
Viva Mexico!	<i>Charles Macomb Flandrau</i>
Abbé Pierre	<i>Jay William Hudson</i>
Nancy Stair	<i>Elinor Macartney Lane</i>
God's Fool	<i>Maarten Maartens</i>
Psychology in Daily Life	<i>Carl Emil Seashore</i>
A History of Russian Literature	<i>K. Waliszewski</i>
The Story of the Art of Building	<i>P. Leslie Waterhouse</i>

The Appleton Dollar Library is distinguished by quality. Here are great writers and great books, carefully chosen for their permanent value. Stock up on this fine library.

D. APPLETON AND COMPANY

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New York

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From Our Finest List in 90 Years of Publishing!

MISS BROWN OF X. Y. O.



By E. PHILLIPS OPPENHEIM

Another brilliant tale of international intrigue and of far-reaching Anarchist plots is launched, in the best Oppenheim manner, when Miss Brown, a typist, lost in a London fog, arrives at Colonel Dessiter's door.

\$2.00

SINGING RIVER

By Alice DeFord

Deeply-moving romance set amidst the unhurried life of lovable people, adorable children, and faithful animals in the farming and hunting country of New England.

\$2.50

CAPE TO CAIRO

By Stella Court Treatt

From Capetown to Cairo by motor car!—a fascinating record of a great journey carried through in the real spirit of adventure. With 64 illustrations and a map.

\$5.00

UPLANDS

By Mary Ellen Chase

A charming idyll of first love and birth and death, with its scenes laid in the upland pastures and along the coast of Maine. An Atlantic Monthly Press Publication.

\$2.00

THE CRISIS IN CHINA

By Lt. Col. P. T. Etherton

A distinguished British explorer and writer, who knows China intimately, discusses the world drama now going on in that country. With 29 illustrations and a map.

\$3.50

JOLLY GOOD TIMES By Mary P. Wells Smith

This new, charmingly illustrated edition of a book which has been a favorite for fifty years, tells the children of the city about what fine times their country cousins have. With frontispiece in color and 8 illustrations in black-and-white.

\$2.00

Boston LITTLE, BROWN & COMPANY Publishers

TO BE PUBLISHED SEPTEMBER 17th*The*

House of Fulfilment

You can recommend it heartily to those of your customers who are discriminating and on the lookout for an unusual novel.

We predict a big sale — and believe that “L. Adams Beck” will become even better known than the other pen names of this author.

—H. C. Kinsey.

by L. ADAMS BECK

(E. Barrington)

PRICE \$2.50

COSMOPOLITAN BOOK CORPORATION, NEW YORK

3 recommendations which
will make friends as well
as customers

1 For those who are "literary"

The COUNTER- FEITERS

by **ANDRÉ GIDE**

You need only mention that Gide is
the only living French writer who is
ranked with Marcel Proust.

\$3.00 net. September 16th

2 For those who want a good pop-
ular story, too

THREE WIVES

by **BEATRICE KEAN
SEYMOUR**

Three contrasted but typical modern
marriages, chronicled with wit and
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\$2.50 net. September 2nd

3 For those who read more than
fiction

The HUMAN BODY

by **LOGAN CLENDENING
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Readable—Authoritative—Unique—
100 delightful illustrations.

\$6.00 net. October 7th



RESERVE

ample space
on your counters

until

FRIDAY, SEPTEMBER 2ND

publication date

of

DEATH COMES

FOR THE

ARCHBISHOP

by

WILLA CATHER

\$2.50 net. September 2nd

*In Canada, from The Macmillan Company, Ltd.,
St. Martin's House, Toronto*

ALFRED A. KNOPF



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One Hundred and Fifty Delightful True Stories
About Birds, Animals, and Insects

Thrilling True Stories entertainingly told, and useful information about Birds, Animals, and Insects, that children will enjoy reading.

The book is divided into four parts, the first dealing with birds; the second with tame animals; the third with wild animals; and the fourth with general information regarding natural history subjects.

Three hundred pages; thirty illustrations; and twenty-eight feature pages. Bound in dark green cloth with illustrated jacket and cover stamped in attractive colors.

\$1.50 net

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THE JUDSON PRESS
1701-03 Chestnut Street
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for your 1927 Holiday trade. Prepare to meet the demand that our large advertising campaign will create for this new book of true animal stories by the author of "*Animal Land*."

More Than 5,000,000 People

will read the adjoining advertisement of "*Wings and Paws*" in the leading Juvenile Periodicals, Magazines, Newspapers, and Literary Publications throughout the United States between October 15 and December 15.

Wings and Paws

will be a best-selling leader among Juvenile Gift Books during the Holiday Season.

Order a generous supply NOW. You will need them.



Circulars bearing your imprint will be supplied free of charge, if requested at the time you place your order.

The Judson Press

1701-1703 Chestnut Street, Philadelphia, Pa.

Do Not Forget to Order
Our Other Big - Selling
Standard Animal Books

BEAUTIFUL JOE

by Marshall Saunders . . . \$1.50
(More than a million sold)

ANIMAL LAND

by Willard Allen Colcord \$1.50

FOREST FRIENDS

by H. R. Evans \$1.50

"But for Bonaparte's passion for Josephine Napoleon might never have been Napoleon!"

What was this amazing passion that made a giant of a little man, that inspired him to lead great armies to victory, to rise to heights that few have attained since the world began? Here is the story of a magnificent love, the most spectacular, perhaps the most desperate, the world has seen.



The **THUNDERER**

By E. BARRINGTON

The immortal story of Josephine and Napoleon

Says

Harry Hansen
in the N.Y. World

"The Barrington romances are the best in their field. I know of none of the older authors who could arrange history with so much allure-ment."

THE CHASTE DIANA
THE DIVINE LADY
GLORIOUS APOLLO
THE EXQUISITE
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AND NOW

E. Barrington has again touched biography with imagination, giving us a picture of one of the foremost figures in history—not merely as a warrior, strategist or statesman, but as a lover and husband, in which role he was equally great. This year's great biographical romance.

Frontispiece Portrait of Josephine in full color

\$2.50

To Be Published August 26th

THE THUNDERER

The Best of All the Barringtons

449 Fourth Ave.
New York

DODD, MEAD & COMPANY

215 Victoria St.
Toronto

Ready Now --- Published July 23

WORD CHANGE PUZZLES

By JOHN KNOX

published July 23rd, is the first, original and the most popular word change book.

WORD CHANGE FEATURES by the same author are now appearing in leading newspapers in the following cities:

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BOSTON—"The Globe"
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MILWAUKEE—"The Journal"
KANSAS CITY—"The Star"
LOUISVILLE—"The Courier-Journal"
DES MOINES—"The Register-Tribune"

—and many other papers, the total daily circulation being 3,141,419.

*Cash in on this great volume of
publicity and reader interest in*

"Word Change Puzzles"

THE ORIGINAL WORD CHANGE BOOK

We are filling orders now. Wire yours.

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2001 CALUMET AVENUE
36 WEST 24th STREET

CHICAGO
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*Each week there is a survey of books;
each month a monthly survey of books*

The **CHRISTIAN CENTURY**

is a highly specialized advertising medium for *BOOK PUBLISHERS* seeking to widen their market for *serious* books:

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- Books on social, ethical and political subjects
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The *CIRCULATION* is 31,000 intelligent, discerning, interested subscribers—with a hunger for books, and with book-buying pocket books.

The RATE PER LINE IS 40c FLAT

Single column, $2\frac{1}{4} \times 10\frac{1}{4}$ (143 lines)

Double column, $4\frac{3}{4} \times 10\frac{1}{4}$

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FORMS CLOSE: 10 days before date of issue

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A Nationally minded and Nationally read
weekly journal for planned,
consecutive book
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"The object of the work seems to have been to take every English and American book and pamphlet which has no name of author on the title-page and give the name of the writer. Every page contains something to arrest the attention."—Review in *The Literary Supplement of the London Times*.

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A key to the authorship of
unsigned books and pamphlets.
Invaluable in classifying and
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known authorship.

ANONYMA and
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Limited edition, 4 volumes, cloth, \$25.00

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The new work, furnishes the key to 100,000 books, thru the systematic cataloging of pseudonyms. It includes all types of books. In its preparation the authors have consulted every known book on anonymous and pseudonymous books, have consulted 500 bibliographies and made full use of the resources of the British Museum catalogs.

American market supplied by

The Publishers' Weekly

62 West 45th Street, New York

An Open Letter to the Book Trade

I have published a good many books, but seldom have I brought out a volume that I can personally commend to the trade so enthusiastically as "Sidewalks of New York" by Nat J. Ferber.

It is a great novel, and has been so judged by competent critics who have read the text. Your customers will thank you for bringing it to their attention.

The publication date is August 18. The price is \$2.50. Write or wire your orders.

Sincerely yours,

Pascal Covici

PASCAL COVICI, *Publisher*, INC., CHICAGO

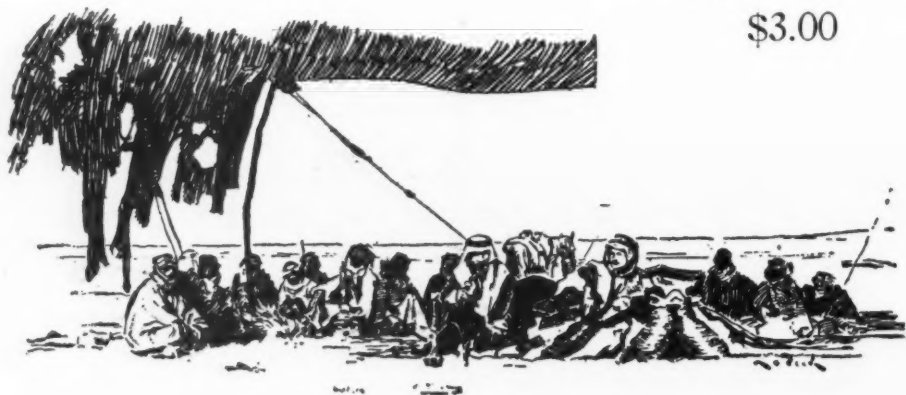
September First!

ADVENTURES IN ARABIA

By
William B. Seabrook

Booksellers all over the country are becoming more and more enthusiastic about this book. It is one of our "headliners" for the fall, and an intensive advertising campaign will follow on the heels of publication.

Illustrated
\$3.00



**Harcourt, Brace and Company, 383 Madison Avenue
NEW YORK**

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 13, 1927

How to Sell Books

The Value of Fuller Cooperation Between Publisher and Bookseller Stressed at the Recent English Booksellers' Convention

Basil Blackwell

Cambridge, England

THERE is explosive matter in my theme, and I am anxious to make no unconsidered statement and to use no unweighed words. I must make it clear at once that I am asking, not answering, the question "How to Sell Books." It would waste your time if I attempted to answer it; but your time will not be wasted if I am able to convince you that the finding of a better answer than any of us here can give individually, is the first duty of this Association as such.

In what follows I speak quite unofficially. You must imagine that I have been over the neighbor's wall and have overheard the gossip in the publishers' garden. Gossip differs widely from considered statement—and more widely still from politic statement, and I think that on these occasions we are apt to hear publishers' expressions of opinion that are more politic than personal; but we have publishers here to check what I report; so I will give you the impressions I have gleaned, and correction or confirmation can follow.

They are grumbling—some of them—over the wall. Publicity, they say, by

which alone books are sold, falls disproportionately and increasingly on the publishers' shoulders. Too often *they* find the customer, and *we* supply him. "Does the bookseller pull his weight?" they ask, and out of the answers I have constructed the following indictment:—

BASIL BLACKWELL, son of the late B. H. Blackwell, founder of the famous old and rare book business in Oxford, is now head of that business and has added to its scope publishing and fine book binding. He was a visitor to the United States in 1925 and delegate to the Booksellers' Convention at Chicago.

Item. We booksellers are more concerned about underselling than about selling. We calculate by terms rather than by turnover. We have been intent so long upon the safeguarding of the National Booksellers' Association and upon im-

proving the terms of supply that we do not realize that *some* publishers' terms justify a greater effort to sell.

Item. We still regard books—apart from obvious best sellers—as something we suppose we ought to stock, but only by luck may sell.

Item. We are too preoccupied with routine work to use our imagination in exploring new channels for sales. We are, so to speak, hoodwinked in our own dusters. No one says we are idle, but we violate the canon of

sound business in doing jobs that a cheaper man or woman can do as well.

Item. A salesman should have something of the conqueror's spirit; whereas we are concerned with holding the fort. Our psychology should be evangelist; too often, they say, it is tobacconist. We open our shops and hope someone will come in and ask for what we have on our shelves.

That is the substance of the indictment. Are there good grounds for it? This opinion of us grows from instances like the following. It would be kind, I think, not to report the first two—as they concern individual firms; the third instance invokes most of us.

One of the principals of a firm of publishers visited an important and booky city and paid calls, as publishers should, but don't, on the local booksellers. He had a talk with, let us say, Mr. Stoke of Stoke and Poges (turnover, perhaps, £25—30,000) and told him about a forthcoming collected edition of a modern author—one of a series of such editions. "No," said Mr. Stoke, "that won't interest me. I have not sold the works of A. nor the work of C., the first or third of your series, albeit A. like B. is out of print."

The said publisher went next to the librarian of that city and told him of his recent and forthcoming publications. "What?" cried the librarian, "I did not know you were reprinting the works of C. We must have that." "Who supplies your books?" "Stoke and Poges."

That, I suppose, would be accounted an instance of tobacconist psychology. The book was there on the shelf if anyone came in and asked for it.

A last instance. You may remember receiving a letter from a publisher a few weeks ago inviting you to distribute a list of "Books for the Holiday Maker" and a prospectus of a book entitled, "Now we are Six." Five hundred and eighty-seven picked country booksellers were approached. What was the response? Ninety-six (or one in six) offered to distribute the prospectus; sixty-four applied for the list of "Books for the Holiday Maker." On this count we may be charged with preferring, like Hamlet (with a difference), to "bear the stock we have than try out other that we know not of."

Adverse opinion is quickly formed from such instances, and once formed is easily inflamed. Are these instances exceptional? If not, there is a distant but real danger that one day our publishers may decide that the specialized dealer in books does not deserve special consideration to the exclusion of retailers in general, and we may find drapers and drug stores selling books against us. There is no reason why the National Booksellers' Association should not be imposed on and accepted by any retailer, and we have disquieting knowledge already of the marketing of children's books at Christmas time.

There is a nearer and not less real danger that some publishers may supply their books direct.

As to the rightness or wrongness of this indictment, no doubt shortly there will be a sharp debate. That is the purpose of this paper. To save such time, let me clear the ground by asking you to accept as axiomatic the following statements:

(1) The publisher taking big risks is apt to be impatient of more cautious men. Whereas the bookseller, being for the most part dependent on successful trading for his bread, has more need of caution.

(2) The publisher spends months bringing a book into the world. Whereas the bookseller, prompted by travelers too often inadequately instructed and by blurbs not always scrupulously fair, has to choose books from many firms in little time.

(3) The publisher's natural affection for his own offspring is apt to blind him to the competing claims of the products of others. Apparent lack of enterprise in the bookseller may well be really successful enterprise on the part of a rival publisher.

(4) If the publisher took care to check his judgment by the bookseller's advice there would be fewer unwanted books. The publisher's motto should be an adaptation of Wordsworth: "Come out into the light of things. Let Booksellers be your teachers." If only publishers realized the soundness and the unity of the booksellers' advice and the generosity with which it is given there would be no need of No. 5.

(5) A publisher should have acquaintance if possible with all the booksellers with whom he has accounts.

(6) The bookseller must come out of his shop either in person or by post.

To illustrate this last point. I know one bookseller (would he were here), who has so carefully nursed and indexed his customers that by means of prospectuses accompanied by a letter he is sure of a 10 per cent yield; he expects 25 per cent; recently from 250 prospectuses he won 125 orders for a single book. I believe I am right in giving the title as "Now we are Six."

I know another who, by telephone and personal visit, sold four 25-guinea books in a couple of hours and six more copies of the same book before the week was out.

These are Book-SELLERS, and they prove that the problem of selling books is not so hard as some declare it to be.

My last axiom is—

(7) What is possible for a big bookseller is often not possible for a small one.

There is no doubt that the small bookseller is cumbered about with much detail. He literally has not time to think. Is it possible so to improve the present methods of publicity and distribution that the small bookseller's labor may be lightened and he may have time to plan and execute his own sales campaign?

Since I had this paper in mind, I have visited a good many booksellers, big and small, up and down the country in England, Scotland and Wales. Every bookseller I have consulted has told me that he has a struggle to make a living out of new books. But big and small alike deplore the shoddy books they have to sell and

genuinely yearn to sell good stuff if circumstances would allow. They would rather deal in good grain than in bumper crops. On the other hand, I have never heard a publisher state that his is a comfortable and remunerative calling.

I have not expressed any view of my own yet. I will now. I believe that the opinions publishers have of us, and the grounds we give them for those opinions, derive from a single cause. That cause is simply *ignorance*. We do not know each other, we do not know each other's difficulties. To know all is to mend all. I am certain that sympathetic concerted action by publishers and booksellers is the first step, the next step, and the last step that must be taken to secure and to increase the prosperity of the booktrade.

Publishers and booksellers alike have a common enemy and that again is ignorance—ignorance of the joys of reading and possessing books. I believe the defeat of that enemy to be a much simpler matter than appears to us now in our isolation and preoccupation with dusters and discounts.

If I had the direction of the Council during the coming year, a small disciplinary committee should be told off with plenary powers to deal with undercutting, publishers' terms, and other routine evils, while the rest should pool their brains and energies to find out the best way of lightening the burden of the small booksellers, and the most perfect system of co-operating with the publishers in serving our present public with efficiency and invading that far larger market, the unreading public, with the enthusiasm of conquering allies.

This paper and that which follows, "Working Together for Books" by Stanley Unwin, were delivered at the English Booksellers' Convention which was held in Cambridge in July.

Working Together for Books

National Book Council of England Makes Progress

By Stanley Unwin

George Allen & Unwin, Ltd.

IN speaking of the work of the National Book Council, I am reminded of the student who was called on to give an address upon a well-worn theme. When he enquired afterwards how he had got on, the professor, whom he asked, remarked that he had said many good things and that he had said many new things; but as the young man was blushing about to thank him for the compliment, the professor proceeded, "But the good things were not new, and the new things were not good."

I imagine that everyone present would agree that it is a good thing to promote reading and that the wider distribution of books is a desirable end. But it is useless to will the end if we do not also will the means.

Up to two years ago authors, publishers and booksellers alike constantly bemoaned the comparatively small place that books occupied in the lives of the vast majority of the British people. But they took no collective step to remedy the evil they deplored. The formation of the National Book Council two years ago thus represents the first cooperative effort to give books their rightful place. From the outset it was recognized that a vast educational movement was needed—a crusade, as some have termed it.

From the start, therefore, the cooperation of all the more progressive elements in the intellectual life of the nation was sought. For the most part the response has been immediate and generous. Learned Societies, Institutes and Associations have helped in the preparation and production of bibliographies such as those I have here. Distinguished authors have lectured for us, written articles for the rural press and helped us in other ways. The librarians of public libraries are giving us ever-increasing assistance. Sections of the public have joined us as associate members.

Curiously enough, Education Authorities

have been the most hesitant—the very people from whom one would have expected an enthusiastic welcome to our efforts. Apparently the fact that some of us in the movement are connected with the publication and distribution of books alarms them. It is not clear to me why that should matter. We do not suspect a movement for securing adequate treatment for myopic scholars, because there is an oculist on the committee, nor do we distrust an association for securing dental treatment for children which is supported by the leading dentists. On the contrary, we should feel, if they were not so backed, that there was something wrong about such movements. Is it surprising that we, who all our lives experience the advantages and joys of intimate contact with books, should want to share them with others?

Millions of pounds are spent yearly in teaching the populace to read. Is it not desirable to spend, at any rate, a few hundred thousand pence upon ensuring that what is read is worth while? Can we (or education authorities) pretend that all is well when the chief, if not the only reading matter of a large section of the population is of the character of the police reports of the *News of the World*, or the *Betting Gossip of the Pink 'Un*? What is the use of bringing people to the very gateway of the garden of literature, if they are going to be left on the rubbish heap outside?

It is perhaps not the most pleasant way of putting it, but isn't that precisely what is happening every day with a large section of the population? They may have caught a fleeting glimpse of the flowers in the garden during the school years, but how about thereafter? What part do books (other than perhaps a few of the worthless variety) play in the lives of about 80%? The answer is none,—or rather, none of which they are conscious, because the unseen influence of books is always at work.

An enterprising American has published the following calculations:

There are 500,000 tobacco dealers in the U. S. A., and only 2,500 bookstores. 200 times as much effort to supply smoke as to supply brains!

Should we, as a nation, fare any better, were similar calculations made in our case? I fear that we should not.

It is clear then that there is need for such an organization as the National Book Council, and that the work in front of it is illimitable. It is equally clear that that work cannot be effectively done without the active cooperation of all the better elements in the community. The problem is too large for any one man or group to solve. It needs to be approached from all sides simultaneously. We must link up books with every form of activity.

In the first place, perhaps, their practical utility and necessity must be stressed. The farmer must be led to realize that he cannot make the best of his farm, or the golfer the best of his golf, without the knowledge that books have to offer him. We have made a tentative beginning along these lines in the distribution of brief lists of the best books on all manner of subjects and in the syndication of suitable articles in rural papers, that had not, hitherto, printed a word about books. But much more remains to be done to convey the idea of books as a necessity and to break down the inhibition that undoubtedly prevents people from buying them. The idea that books are a luxury is still all too prevalent. It not only prevents people from buying them, but leads people to hoard the most worthless trash. A couple of magazines bought to while away a journey will unhesitatingly be discarded, but a cheap novel bought for the same purpose will be preserved as a priceless gem of literature. What a chaotic state our homes would get into, if we acted upon the same principle, let us say with clothes that had served their

purpose. Does this not sometimes, (not always) explain the statement "I have no more room for any more books"?

Is it not an astonishing thing, anyway, that houses should still be built without any provision for books? You never see one without a larder. How many homes do we not enter that contain scarcely a book worth preserving? We can probably

all do something to make people as ashamed of being without books as they would be of not having a few pictures or a comfortable chair or to desire books as much as they desire these other things.

A distinguished authoress has said, "Nobody between the ages of 12 and 20 ever has enough books to read." A child that grows up in a home

without books is a mentally starved child. If you are beginning to be middle-aged, you may have come to believe that it is only serious children, only studious and precocious boys and girls who love to read; perhaps you don't remember, or perhaps you had nothing but seed catalogs and volumes of sermons to read when you were seventeen, an age when boys and girls are apt to be great readers.

Well, it is one of the missions of the National Book Council to encourage parents to be as thoughtful in the provision of mental food for their children as they are with physical food or other merely material welfare.

We do not overlap the work of education authorities, or other organizations. We supplement it. It is a worthy task to which we have set our hands and we need all the assistance you and others can give us.

We are a young organization—we are as yet a small organization, but we are fired with enthusiasm and are possessed of that dogged determination which will not let us rest until we have obtained for books their rightful place in the lives of the people in this green and pleasant land of ours.

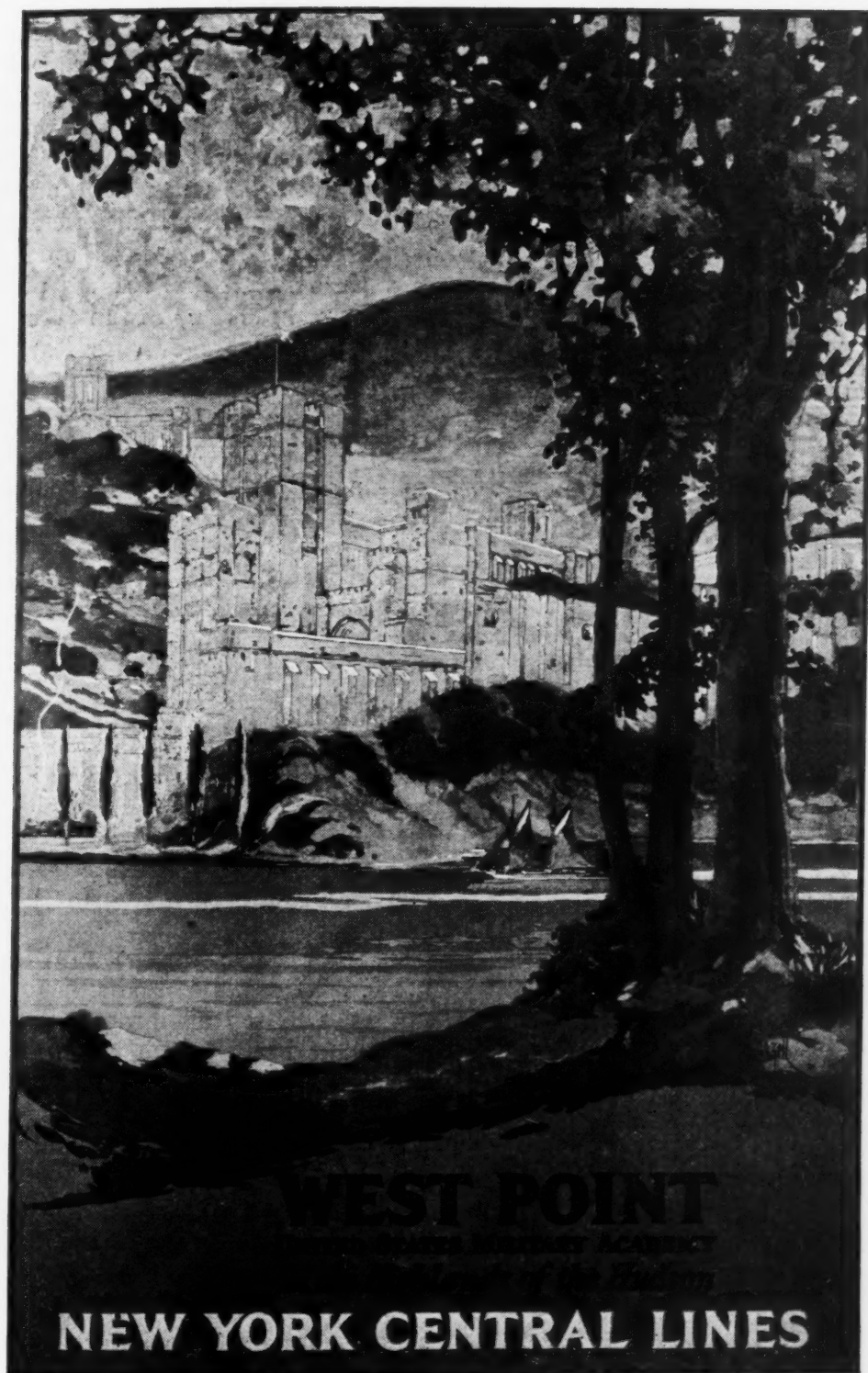
MR. UNWIN of George Allen & Unwin, Ltd., is well known to readers of the Publishers' Weekly. He spoke in May at the Booksellers' Convention in New York and at Columbia University on "International Book Distribution." He is also the author of "The Truth About Publishing" and has written for the "Weekly" on various booktrade subjects.



American Travel Stimulated by Railroad Posters

AMERICAN railroads may turn to posters to stimulate wander-lust if we are to judge by the striking series which the New York Central Lines have

just issued in gorgeous colors. European travel posters have long been famous, and, many bookstores and public libraries have displayed them, partly for their own in-



trinsic beauty but also because they increased the interest in the reading of travel books. An American series such as the New York Central has begun may well serve to bring new attention to books on American travel.

Their size is 25 inches by 40, and lithography has given brilliant reproductions. As the background for a window display they would be strikingly effective. The

New York Harbor poster is by the famous poster artist Adolph Treidler. The darkness of a night sky is relieved by the bright light thrown on the Statue of Liberty. As the Statue is symbolic of the beginning of an American tour, it would appropriately back up any general travel display. The West Point poster is by Frank Hazell and has the bright colors of autumn on the hills and trees.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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August 13, 1927

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

English Booksellers Meet

THE July convention of English booksellers, held at Cambridge, has proved one of their most successful meetings, and the program is represented in this number of the *Publishers' Weekly* by two addresses, that by Basil Blackwell, which opened a discussion on "How to Sell More Books," and that by Stanley Unwin, who spoke before a joint meeting of the booksellers and the National Book Council.

It is especially interesting to note that a Cabinet member was present, Lord Eustace Percy, Secretary of Education, who opened the discussion on "Books and the General Public." Lord Percy believes that "the need of the time is *not* to stimulate the reading habit. Nearly everybody has the habit. It has been discovered that the greatest mind opiate in the world is carrying the eye along a certain number of printed lines in succession. This mere habit of reading is a danger to modern civilization. If we are honest, we will admit that the attraction of the morning paper is in the fact that it lets our eye travel down the columns while our mind is practically asleep. In the train we see people taking this opiate in order to dis-

tract themselves from the discomfort of their position or from thinking of things about which they ought to be thinking. When one sees the expression on the faces of these fellow creatures, one feels as a horseman might when his horse has his head down and there is a fence ahead. He has to get his horse's head up if he is to clear the fence. The reading public must get their heads up from the morning papers if they are ever to learn to read properly."

Hugh Walpole, another distinguished guest, having lately returned from the United States, contrasted the reading public in England with that of the United States. "The demand for books in the United States," he said, "is far greater than in England because England does not discriminate enough between reading for entertainment and the highbrow literature. Times have changed, and people find both pleasure and relaxation in light reading. A new public has been created by the war, and supplying the needs of this public is the most interesting part of the book business. It doesn't matter so much what one reads, and perhaps the books of the past have a reputation which is exaggerated and perhaps from the point of view of interest are much behind those produced today. We must not be too highbrow. People of today want books which can be read after the day's work."

The University was represented in the discussions by Vice-Chancellor Weekes of Sidney Sussex College, who brought testimony to what his own experience had taught him of the great value of the booksellers of Cambridge. He believes that if you induce people to buy books you are much more likely to induce them to read them.

The business discussions of the convention showed the continuing importance of the maintenance of the net book agreement. The president reported conferences with one dealer, who had not cut the price but who had given extraneous services, which he believed was perilously near an evasion. He also reported a conference held with a subscription book house which had at first refused to sell its product also thru the bookstores but had been persuaded to reconsider its stand.

One firm of booksellers announced a pre-publication price that was lower than the regular price but had been persuaded to drop the practice.

A study which had been made by the Association on the cost of doing business showed how different is the situation in England from that in America. While the president found that it was not always possible for the dealers to give figures on new books alone, as the result of his questions he reached the conclusion that the gross profit on new books is about 25% or 26% and the expenses about 20%, this being about 10% less than in America.

Some indication of the coordination that is going on in England between the forces which are concerned in increased book distribution appears in the fact that the publishers' association is represented by W. M. Meredith, the National Book Council by its chairman, W. Pett Ridge and secretary Maurice Marston; the Incorporated Society of Authors represented by its chairman, W. B. Maxwell; the Society of Bookmen represented by its president, Hugh Walpole; the Federation of Master Printers represented by its president, J. S. Brunton; the National Book Trade Provident Society represented by its president, F. A. Denny; also the Stationers' Association, and the Oxford and Cambridge Booksellers' Assistants' Association.

Authors' Income Taxes

THE decision of the government to classify authors' royalties, for the purpose of taxation, as "unearned income" brought forth many columns of comment in the press. In the *World* the question of the actual effect of this ruling was analyzed.

"In practice no great hardship will be wrought to authors by the Internal Revenue Bureau ruling holding the ordinary form of royalties to be 'unearned income.' Since earned income is limited to a maximum of \$20,000, beyond which figure all forms of income are taxed alike, the ruling could under no circumstances cost an author more than \$200 a year; under ordinary circumstances \$150 would be an outside estimate. The rule regards books as a manufactured product which is leased for an annual revenue. It places the au-

thor upon the same footing as a carpenter who builds a house for lease and whose annual rent is treated as unearned income.

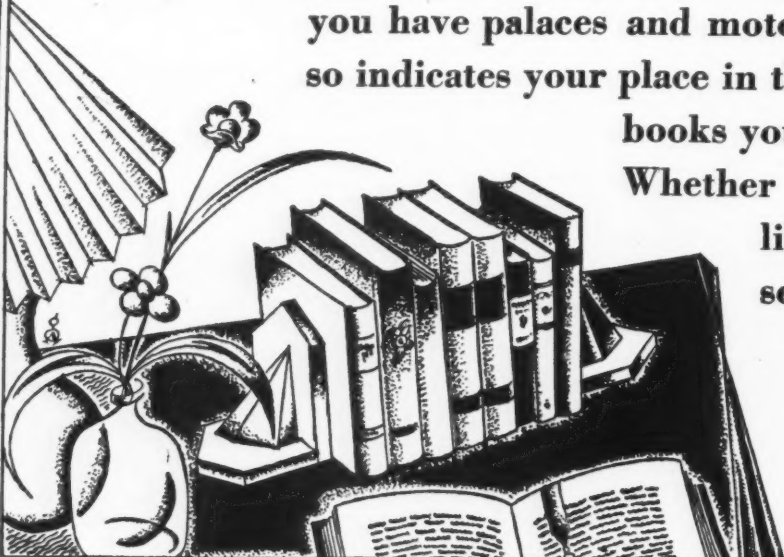
"The chief unfairness of the rule in the eyes of authors will lie in the rather arbitrary distinction it makes between authors on contract and free-lance authors. A popular author with an assured public who contracts to do articles or books for a lump sum and is paid outright has this income treated as 'earned.' An author who invests equal labor and talent at his own risk to produce a book published on a royalty basis has his income treated as 'unearned.' If the book sells for only a year he does not have the advantage of spreading his income over a longer period than the author on contract. This distinction will seem to a great part of the literary world illogical and unfair, and we may expect to see publishers unite with authors in combating it."

English Undefined

AJURY of two hundred and twenty-two authors, editors, business men and teachers have, at the request of a professor of the University of Wisconsin, presented a verdict that the English language may be much mishandled in the using without its being a final disaster. The jury has agreed to approve a good many grammatical constructions that have been taboo in our schools and colleges. It is not, to be sure, going to permit the expression, "It is me," but some expressions at which we have been called upon to look with horror, are more favorably treated.

The release of this jury report and the very general comment on it in the press again emphasizes the wide public interest in the matters of language and correct expression, an interest of which every bookseller is well aware. The books on correct English or words mispronounced or sentences misused are in constant demand. This is quite as it should be, and the bookseller is serving his own business interest and serving his community well when he carries on his shelves a good assortment of books in this field. The jury may approve a number of doubtful expressions, but they would not approve many hundreds of expressions that appear all too frequently in our everyday speech and which a good reference book helps to correct.

THE ownership of BOOKS is the distinguishing mark of a person of culture. Though you have palaces and motor cars, no possession so indicates your place in the human scale as the books you read, love and own. Whether for one book or a library... may we be of service?



[BOOKSTORE
IMPRINT]

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

25 East 10th Street, New York City

THE Association's second dodger is being prepared to be sent to subscribing members, this time some distance in advance of the period for distribution so that all orders may be sent out in plenty of time. In the future all of the new numbers will be sent to booksellers at least two weeks in advance of the period during which they may be distributed.

The new number is a general reading dodger which may be used for fall and winter distribution. It effectively advances the idea of the cultural advantages and joys of owning books. Distributed in packages, letters and all other mailed matter, it will act as a reminder to those to whom it is sent.

The dodgers are sold, imprinted with the bookseller's name and address, to bookseller members of the Association at three dollars and a half per thousand. Over forty thousand of the Vacation number

were sold, and there are orders for fifty thousand of this new one. Booksellers who are using them are quite enthusiastic about their general tone, the art work and printing and their effectiveness.

The first number of the mat service was mailed to subscribers on August 8. Other mats will follow on the first and third Mondays of each month. The service costs the bookseller twelve dollars for the first six months' period during which time he will receive twelve mats. They are carefully made lay-outs useful for attractive newspaper advertisements, and are already receiving the approval of many members of the trade.

These services are, of course, available only to members of the American Booksellers' Association. The executive office will be pleased to furnish further information to those who are desirous of joining with them in their work.

The International Flow of Books

Paris Conference Makes Recommendations

AT Paris on June 14th and 15th a conference of experts in the field of international bookselling was held under the auspices of the International Institute of Intellectual Cooperation, a branch of the League of Nations. Word of this was not received in America till the middle of May, making it impossible for this country to be represented. Several letters were addressed to the director as to American difficulties.

Among those who were in attendance were three representatives from the International Institute, Monsieur G. Prezzolini, Chief of the Section of Information and Documentation, his assistant, Monsieur S. Netchasek, and Mlle. Chestof, Chief of Statistical Service. There were six experts present, including Monsieur M. Languereau, President of the Publishers' Syndicate in Paris, one representative from Leipzig, from Italy, Switzerland, Holland and Czecho-Slovakia. There were also eight official observers, six of whom represented various French trade organizations, one from Italy and one, H. E. Ward, a representative of W. H. Smith & Son of England.

As a result of this two-day conference, the following report has been printed and circulated:

"The Committee of Experts, basing their discussion on the report submitted by the International Institute on 'The Obstacles in the Way of the International Circulation of Books,' and confirming the resolutions previously taken by various international congresses of publishers, unanimously adopts the following recommendations:

Transport. The Experts consider it desirable:

(1) That transport by rail, by parcels post or by book post, should be given a more rapid service, and, further, that the tariffs should be reduced;

(2) That all the signatories of the Stockholm Convention should bring into force, in respect of books and periodicals,

the 50 or 100 per cent reduction on the general tariff for printed matter, provided for in Art. 34 of the Convention;

(3) That Library catalogs and prospectuses, even when illustrated, should be considered as books and granted the same preferential treatment.

Customs Duties. The Experts consider it desirable:

(1) That all customs duties should be abolished, including duties on bound volumes, illustrated or not, in black-and-white or in color, written in any language, living or dead;

(2) That in this case again, Library catalogs and prospectuses, illustrated or otherwise, should be considered as books;

(3) That, without interfering with the statistical work which the Experts consider indispensable, the competent Authorities of every country should reduce to the absolute minimum the taxes levied in respect of such work, and that they should abolish such taxes as soon as possible.

(4) That, in accordance with the Resolutions adopted at Geneva in 1923, all customs formalities in connection with the transport and delivery of books, catalogs and periodicals, should be simplified and accelerated as far as possible;

(5) That the language in which a publication is written, whether dead or living, should in no case be considered a reason for prohibiting the importation of the publication;

(6) That certificates of origin should no longer be required in cases where books or periodicals contain in themselves a sufficient indication of their origin;

(7) That the forms showing the various duties levied in respect of public services should be clearly drawn up.

Consultation of the Interested parties. The Experts consider it desirable that the representatives of the authors and publishers of books or periodicals, and of the booksellers, should be consulted by the national administrations with regard to all modifi-

cations which may be contemplated in connection with postal charges, both inland and foreign, for printed matter.

Statistics. The Experts consider it desirable that each country should draw up statistics as to books and periodicals, based on the scheme outlined by the Mixed Committee on Intellectual Statistics during its meetings held at the International Institute of Intellectual Co-operation in 1926 and 1927.

Press. The Committee of Experts wishes to point out that it deliberately omitted from its discussions all questions concerning the Daily Press. The Experts have left it to the meeting of Press Experts, to be held at Geneva on August 24th, 1927, to consider these different questions. They consider, nevertheless, that all periodical publications should partake of the advantages that may be expected to result from the realization of the above recommendations.

A Town Index

THE Montclair Free Public Library plans to put into printed form in the fall a list of the educational opportunities open at a nominal cost or free to the residents of the town. An effort will be made to list all of the various courses of lectures, concerts, etc., and to indicate the most important courses of instruction available. This index will cover projects undertaken by clubs, churches and voluntary organizations which bring to the town such courses, and the work of the schools and of the library itself. A call for information has gone out to the secretary of every known organization, and when this material is gathered in the library it will be edited during September and made fully available to the community as a whole.

Montclair is a New York suburb of 35,000 population with civic organizations of many kinds and the success of its experiments may be expected to be of value to other cities.

Margery Quigley, the librarian, believes that this plan will have a valuable effect in making known to everyone the full extent of the cultural opportunities that the town affords and will tend to bring these groups together in cooperative measures to serve the community more efficiently.

Anniversary Services at York Cathedral

VISITORS from all parts of the British Isles, as well as from America, recently assembled in the ancient city of York to attend the services in connection with the thirteen hundredth anniversary festival of the venerable York Minster Cathedral. Apart from the devotional exercises in the great edifice, visitors were able to inspect many of the treasures gathered there. The Minster Library has a collection of books usually regarded as unique.

There is an almost perfect copy of a chained Bible dating from 1611; there is a Wycliffe's New Testament on vellum with Queen Elizabeth's signature and a magnificent collection of early printed missals. The library is unusually rich in early printed books, including many printed in Venice before the end of the fifteenth century and more than a dozen by William Caxton, and his assistant, Wynkyn de Worde. A copy of the Gospel with parallel Greek and Latin texts is said to have belonged to Erasmus, and another copy of the four Gospels, in Latin, was made between 920 and 1050.

This was used for the purpose of administering oaths when Canons were installed, and is occasionally used for a like purpose today. In addition there are several hundred printed books and tracts dating of the sixteenth and seventeenth centuries.

Tully's Book, "Circus Parade" Banned in Boston

A. & C. BONI, co-publishers with the Literary Guild of "Circus Parade" by Jim Tully, have received word that the book has been banned in Boston. Tully, who was once a hobo, has just arrived in New York from Hollywood and announces that he will go to Boston to defend his property. The Committee Against Irresponsible Censorship, whose executive body is composed of John Erskine, W. E. Woodward and Sidney Howard, has announced its approval of "Circus Parade" and advised the members of the organization to get behind the fight.

In the Book Market



WELL-KNOWN artist, Boris Artzybasheff, sailed for Paris last week in search of a quiet place to complete a commission or two for next year's publications. He had just completed the

okay of the decorations he had made for Mukerji's "Gay-Neck," the story of a pigeon, a text he had found much to his liking and which Dutton will have ready for delivery this month. The initial letter on this page is from the book. ❀ ❀ ❀ A new book by Padraic Colum, "Creatures," which is promised by Macmillan for September, will also have illustrations by Artzybasheff.

Last winter when Mary Davis, supervisor of story-telling for the New York Library, made her monthly visit to one of the interesting public schools, she decided to call the pupils into consultation as to which of the books of 1926 they found most enjoyable. A goodly selection of the best titles were made available and month by month the vote of the children was recorded. Finally it came down to a neck-and-neck race between "The Tattooed Man" and "Smoky." On the May total the former was ahead, but as school closed "Smoky" was in first place. A few days later "Smoky" was announced as having been awarded the John Newbery Medal. It would seem as tho the librarians who made the award were in pretty close sympathy with the tastes of the children themselves.

With the announcement of some books one thinks at once, "Why hasn't such a book been issued before?" It is with that feeling we look over advance pages of James B. Connolly's "Book of the Gloucester Fishermen" which John Day is publishing. With all the revived interest in the sea and its ships why not a book dedicated to the Gloucestermen and why is not Connolly just the one to do it? And, of course, bind it in canvas.

Readers of the English periodicals are frequently piqued by the enthusiasm for "Saki," which finds its way into print now and then. The Viking Press is bringing out his complete works for a new generation of readers, beginning with "The Chronicles of Clovis" and "The Unbearable Bassington." "Saki" was, of course, H. H. Munro. ❀ ❀ ❀

A customer came into a California bookstore the other day and asked the clerk for a copy of "Fresh Air in Jerusalem." What she really wanted, the clerk discovered, was "Out-of-doors in the Holy Land." ❀ ❀ ❀ And, speaking of confusion, two books not to be confused are "Tall Men," a new novel by James Stuart Montgomery (Greenberg, Inc.) and "The Tall Men," a volume of poetry by Donald Davidson, announced by Houghton Mifflin. Two others are "A Shadowy Third" by Elizabeth Sprigge, published this spring by Knopf, and an earlier volume of short stories of Ellen Glasgow's by the same name, published by Doubleday. ❀ ❀ ❀

Lowell Brentano and Fulton Oursler have recently been charged with copying their play "The Spider," from "The Murder in the Astor Theatre," renamed later "The Radio Murder." To which the authors of "The Spider" learnedly replied, that the idea of having a crime in a theater with the police conducting an investigation among the audience was neither novel nor unique, that a similar idea was used in the seventeenth century in a play by Beaumont and Fletcher, while "Triple Crossed," written by S. F. Manseigh and copyrighted, held the same situation. Another play, "Chinatown Charlie," written by Owen Davis, shows that the idea was not original. Connecting an audience with a play has always been popular. ❀ ❀ ❀ Lowell Brentano seems to like the playwriting and producing business. He's formed a new theatrical association, at any rate, to produce plays this coming season. The first venture of the new company will be Mr. Brentano's "Dancing Dollars."

Obituary Notes

PROFESSOR JAMES W. SEARSON

PROFESSOR JAMES W. SEARSON died in Boston, July 7. He was born in Grand Island, Nebraska, 1872 and as editor of publications in the University Publishing Company and as one of the editors of the *American Educational Digest* Professor Searson was known to thousands of school men and women thruout the country. He has been Professor of English in the University of Nebraska since 1921. In 1923 he was the president of the National Council of Teachers of English. He was the author with George E. Martin of the *Studies in Reading* series, *Kansas Readers* series, "Self-Correction in English," and was also the editor of a number of texts: "Macbeth," "Merchant of Venice," "Idylls of the King," "Lady of the Lake," "Julius Caesar," "Silas Marner" and "Treasure Island."

Mr. Macrae's Good Recovery

JOHN MACRAE, president of E. P. Dutton & Co., has made a fine recovery from his accident last week when the taxicab in which he was crossing Park Ave. was overturned by an automobile going up the avenue. The shake-up was severe but the doctor's examination was reassuring, and Mr. Macrae is again back at his desk.

Sears Enlarges

FOR the third time in three years J. H. Sears & Company have moved to larger quarters. After beginning at 17 East 54th Street, they moved to the handsome building on 40 West 57th Street, where they gradually took over extra space. Now, in order to bring their departments together into more workable shape on a single floor, they are moving to the new building at 114 East 32nd Street, taking the entire seventeenth floor. This location is near Park Avenue and close to Harper, Holt, Dodd, Mead, Stokes and others. Karl Edwin Harriman, former editor of the *Red Book* magazine, has associated himself with the company as director of editorial activities.

Changes in Price

FREDERICK A. STOKES COMPANY

Brown. Boyhood of Edward MacDowell. Increased to \$2.50.

Little, Brown Elects Officers

AT a meeting of the board of directors of Little, Brown & Company, the Boston book publishers, on July 20th, Alfred R. McIntyre, president, presiding, Herbert F. Jenkins, the secretary of the company, was elected vice-president to fill the vacancy caused by the death of Warren H. Wright. James R. McDonald was chosen secretary. Mr. Jenkins entered the employ of Little, Brown & Company in 1901 as advertising manager. He has been chief of the Editorial Department for many years. Mr. McDonald, formerly of Macmillan's, was selected for the head of the Educational Department when that department was established in 1904.

Mr. Jenkins celebrated his election by a vacation trip with Mrs. Jenkins to the Russell cottages at Kearsage, N. H. His achievement one day recently in sinking the ball in the cup on a drive of 172 yards made a sensation that echoed from the White Mountains to Boston.

Personal

EDWIN VALENTINE MITCHELL sailed for London August 4. He expects to spend six or eight weeks overseas, utilizing the greater part of the time visiting bookshops and publishers in London and the vicinity and taking a few days on the continent. He hopes to obtain some material for publication in the near future.

Periodical Note

Everygirl's Magazine, the official magazine of the Camp Fire Girls, is to have a monthly book page starting in October. The reviews will be written by Helen E. Waite, children's librarian at the New Milford, New Jersey, Public Library. Fiction and non-fiction that will appeal to girls from twelve to eighteen will be reviewed. Books and publishers' announcements should be addressed to Frances Loomis, Editor *Everygirl's*, 31 East 17th Street, New York; announcements only to Helen E. Waite, Box 172, Oradell, New Jersey.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Herbert

The Queen's Gate mystery. 315p. D c. Phil., Lippincott \$2
How Jimmy Haswell unravels the death of a friend, found murdered in a vacant house.

American poetry, 1927; a miscellany. 316 p. (3p. bibl.) D [c.'27] N. Y., Harcourt \$2.50
The fourth volume in the American Miscellany, a cooperative series, edited by the poets themselves, and containing only new poetry.

Baitsell, George Alfred

Manual of biological forms; rev. ed. 425p. D '27, c.'23, '27 N. Y., Macmillan \$2.50

Balch, Emily Greene, ed.

Occupied Haiti. 194p. (bibl. footnotes) D c. N. Y., Writers Pub. Co. \$2
A report, favoring the restoration of negro independence in Haiti, made by a committee of Americans after an investigation of conditions there in 1926.

Bell, Clive

Landmarks in nineteenth-century painting. 220p. il. O '27 N. Y., Harcourt \$3.50
Charting the road from David to Cézanne.

Beresford, John David

The tapestry. 311p. D [c.'27] Ind., Bobbs-Merrill \$2.50
The story of John Fortescue's career, laid in France and England.

Bodkin, Thomas

The approach to painting. 216p. il. D [n.d.] N. Y., Harcourt \$2.50
An interpretation of twenty pictures ranging from Giotto's Joachim to Manet's Olympia.

Britton, Nan

The president's daughter. 437p. il. O c. N. Y., Elizabeth Ann Guild, 20 W. 46th St. \$4

Brown, Robert Neal Rudmore

The polar regions. 254p. (10p. bibl.) maps (pt. col.) O [n.d.] N. Y., Dutton \$3.75
A physical and economic geography of the Arctic and Antarctic.

Browning, Robert

The pied piper of Hamlin; introd. by Katharine Lee Bates. 90p. il. (pt. col.) O [c.'27] Chic., Rand, McNally 95c.

Buchan, John

Witch wood. 362p. D c. Bost., Houghton \$2.50

A young minister comes to Woodilee, where he finds strange magical things going on; an exciting romance of Scotland in the days of the Covenanters.

Buchanan, Madeleine Sharpe

Powdered proof; a detective story. 247p. D (Chelsea House popular copyrights) [c.'27] N. Y., Chelsea House 75c.

Budden, Charles William, M.D.

English Gothic churches; the story of their architecture. 154p. il., diagrs. D '27 N. Y., Scribner \$2.75

Calvert, E. Roy

Capital punishment in the twentieth century. 216p. (3p. bibl.) D [c.'27] N. Y., Putnam \$2
Presenting the case against capital punishment.

Casserley, Anne

Michael of Ireland; il. by the author. 139p. D '27 N. Y., Harper \$1.50
Fairly tales about a youngster who "belonged to nobody at all," and so was adopted by all the world.

Chambrun, Clara Longworth, comtesse de

Shakespeare, actor-poet. 356p. (bibls.) il. O c. N. Y., Appleton \$3
A biography of Shakespeare that was awarded the Bordin Prize by the French Academy.

Babcock, Ernest Brown, and Clausen, Ray Elwood
Genetics in relation to agriculture; 2nd ed. 687p. (bibls.) il. (col. front.) diagrs. O '27 N. Y., McGraw-Hill \$5

Bennett, F. S. M.

Mary Jane and Harry John, or, Home the premier school. 32p. S '27 Milwaukee, Morehouse Pub. Co. pap. 25 c.

Bernard, Claude

An introduction to the study of experimental medicine; tr. by Henry Copley Greene. 245p. O '27 N. Y., Macmillan \$3

Billman, J. I.

Fascinating personality; just how to acquire it. 53p. S [c.'27] Holyoke, Mass., Eliz. Towne Co. pap. apply

- China in chaos.** .57p. il. Q '27 N. Y., G. E. Stechert pap. 60c.
- Chrisman, Arthur Bowie**
The wind that wouldn't blow; il. by Else Hasselriis. 367p. D [c.'27] N. Y., Dutton \$2.50
Chinese stories for children by the author of "Shen of the Sea." The silhouette illustrations add greatly to the book's charm.
- Coggins, James C.**
Abraham Lincoln a North Carolinian; with proof; 2nd ed., rev. 194p. il. D c.'27 [Whittier, N. C., Author] \$2
- Conklin, Edmund Smith**
Principles of abnormal psychology. 464p. (bibls.) O [c.'27] N. Y., Holt \$4.50
The author is professor of psychology in the University of Oregon.
- Conrad, Arcturus Z., D.D.**
The seven finalities of faith. 224p. D [c.'27] Phil., S. S. Times \$1.50
The author is minister of the Park Street Church, Boston.
- Danne, Harold A.**
Poems of flying; a song of the air. 117p. D [c.'26] [N. Y., Bombing Military Aviators Ass'n, Inc., 41 Park Row] \$2.50
- Davis, Robert Hobart**
Bob Davis recalls: sixty true stories of love and laughter and tears. 322p. D '27, c.'26, '27 N. Y., Appleton \$2
These recollections appeared originally on the editorial page of the New York Sun under the heading "Bob Davis Recalls."
- Delafield, E. M., pseud. [Edmée Elizabeth Monica De La Pasture; Mrs. Arthur Paul Dashwood]**
The entertainment, and other stories. 357p. D [c.'27] N. Y., Harper \$2.50
Short stories, chiefly of English life.
- Detzer, Karl W.**
The marked man. 322p. D [c.'27] Ind., Bobbs-Merrill \$2
A story of action, laid in the country around the Great Lakes.
- Edwards, Loren M.**
What is left of the Apostles' Creed? 135p. (bibl. footnotes) D [c.'27] N. Y., Abingdon \$1
A re-examination of some fundamentals of Christian faith, with an eye to present-day needs.
- Eisenhart, George H.**
The evolution of Helen Bright. 236p. D '27 Phil., Dorrance \$2
- Ellis, Edward Sylvester and Major, W. Montgomery**
From the ranch to the White House; life of Theodore Roosevelt; rev. ed. 384p. front. (por.) D (Celebrated men ser.) [c.'27] Chic., A. Whitman apply
- Erskine, Laurie York**
After school, a story of patriotism. 76p. front. D '27 c.'24, '27 N. Y., Appleton \$1
A Revolutionary War story for boys.
- Fairbairn, Robert E.**
The appeal to reality. 192p. D [c.'27] N. Y., Abingdon \$1
The chapters in this book have all appeared in American or Canadian religious periodicals.
- Fairgrieve, James and Young, Ernest**
Children of many lands. 128p. il. (pt. col.) D (Human geography by grades, bk. 1) [c.'27] N. Y., Appleton \$1.25
Homes far away. 144p. il. (pt. col.) D (Human geography by grades, bk. 2) [c.'27] N. Y., Appleton \$1.25
- Fisher, Ella Warner**
Green Mountain echoes [verse]. 154p. D [c.'27] Rutland, Vt., Tuttle Co. \$1.50
- Fiske, George Walter**
Purpose in teaching religion. 244p. (bibls.) D [c.'27] N. Y., Abingdon \$1.75
- Forest, Ilse**
Preschool education; a historical and critical study. 426p. (17p. bibl.) D c. N. Y., Macmillan \$1.80
- Fox, Sir John C.**
The history of contempt of court; the form of trial and the mode of punishment. 275p. O '27 N. Y., Oxford \$6
- Frankau, Pamela**
Marriage of Harlequin. 313p. D c. N. Y., Harper \$2
This first novel of a young British journalist deals with a modern marriage, and incidentally analyzes the "smart" younger generation.
- Gibbs, R. W. M.**
Algebra to the quadratic; a book for beginners. 160p. D '27 N. Y., Oxford \$1
- Githens, Harry W.**
"Living pictures" of Bible stories. 110p. D [c.'27] Ind., Meigs Pub. Co. \$1
Directions for tableaux.

Chrisler, Vivian Leroy

Soundproofing of apartment houses. various p. O (U. S. Bur. of Standards, technologic pubs., no. 387) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5c.

Collins, Selwyn DeWitt

Economic status and health. 77p. (sp. bibl.) diags. O (Public health bull. no. 165) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15c.

Diehl, R. W., and Vardon, Tom

Diehl-Vardon golf manual. 86p. il. diags. O [c.'27] [St. Charles, Ill., Universal Press] pap. \$1.50

Edie, Lionel D., and Whitaker, Benjamin P.

Problems, cases and questions in economics; a

manual to accompany Economics: principles and problems. various p. '27 N. Y., Crowell \$1

Food Research Institute

India as a producer and exporter of wheat. various p. (3p. bibl.) maps, diags. Q (Wheat studies, v. 3, no. 8) c. Stanford Univ., Cal., Author pap. \$2

Foran, Thomas George

The constancy of the intelligence quotient. 40p. (2p. bibl.) O (Educational research bulls., v. 1, no. 10) [c.'27] Wash., D. C., Catholic Educ. Press apply

Foster, John Buckingham, comp.

Ready reckoner of baseball club standings; rev. and amplified. 120p. S (Spalding athletic lib., 508B) [c.'27] N. Y., Amer. Sports Pub. Co. apply

- Goodwin, Gwendoline, ed.**
Anthology of modern Indian poetry. 124p. S (Wisdom of the East ser.) [c.'27] N. Y., Dutton \$1.50
- Grant, Arthur James and Temperley, Harold William Vazeille**
Europe in the nineteenth century (1789-1914). 590p. maps (pt. col.) O '27 N. Y., Longmans \$4
- Guitteau, William Backus**
The history of the United States; rev. ed. 740p. (bibls.) il. (pt. col.), maps D [c.'24, '27] Bost., Houghton \$1.96
- Harris, Jessie W. and Lacey, Elisabeth V.**
Everyday foods; ed. by Alice F. Blood. 525p. (bibls.) il., diagrs. D [c.'27] Bost., Houghton \$1.56
A scientific cook book, intended primarily for girls in secondary schools.
- Harrison, Ida Withers**
Gardens all the year. 122p. D c. Bost., Stratford \$1.50
A garden essay for each month.
- Hayden, Mary and Moonan, George A.**
A short history of the Irish people; new and rev. ed. 617p. maps O '27 N. Y., Longmans \$5
- Helm, Edwin Downer**
Poems. 169p. D [c.'27] [Chic., Corinne E. Helm, 1165 N. Dearborn St.] \$2
- Hendryx, James Beardsley**
Frozen Inlet Post. 288p. D c. Garden City, N. Y., Doubleday \$2
An exciting adventure story of the Northwest.
- Hertz, Dr. J. H.**
Affirmations of Judaism. 192p. O '27 N. Y., Oxford \$1.75
- Hervey, Walter Lowrie and Hix, Melvin**
Fanciful tales for children. 188p. il. (col.) D '27, c.'24 N. Y., Longmans \$1
Friendly animal story book. 136p. il. (col.) D '27, c.'22 N. Y., Longmans \$1
Formerly published under the titles "Horace Mann New First Reader," and "Horace Mann New Second Reader."
- Hichens, Robert Smythe**
The bacchante; the story of a brief career. 423p. il. D '27, c.'26, '27 N. Y., Cosmopolitan \$2.50
A novel of bohemian London built around the personality of a woman, with two conflicting natures.
- Holleman, A. F. and Cooper, Hermon Charles**
A text-book of inorganic chemistry; 7th ed., rev. 541p. diagrs. O '27 N. Y., Wiley \$3.50
- Horne, Herman Harrell**
Jesus as a philosopher, and other radio talks. 208p. il. S [c.'27] N. Y., Abingdon \$1
- Hough, Lynn Harold**
Adventures in the minds of men [essays]. 220p. D [c.'27] N. Y., Abingdon \$1.50
- Hügel, Friedrich, freiherr von**
Baron Friedrich von Hügel; selected letters, 1896-1924; ed. with a memoir by Bernard Holland. 384p. front. (por.) O '27 N. Y., Dutton \$7
- Hull, Arthur Eaglefield**
Music; classical, romantic and modern. 486p. (bibls.) il. (pors.) O (Dent's internat'l lib. of bks. on music) '27 N. Y., Dutton \$5
- Hymns of western Europe; ed. by Sir H. Walford Davies, and others.** 504p. O '27 N. Y., Oxford \$2.25
- Jerome, Owen Fox, pseud. [Oscar Jerome Friend]**
The hand of horror. 309p. D [c.'27] N. Y., Clode \$2
A mystery story, with an especially sinister character, known as Doctor Dax.
- Jordan, Juletta Ashby**
A student in journalism fifty years ago. 109p. il. (pors.) D c. Phoenix, Ariz., Author, R. F. D., No. 3, Box 31 \$1.75
- Kauffman, Reginald Wright**
The dark house in Florissant [fiction]. 238p. S '27 Phil. H. Altemus 50c.
- Keng, Dr. Sim Boon**
Tragedies of eastern life; an introduction to the problems of social psychology [fiction]. 264p. D '27 N. Y., G. E. Stechert \$2
- King, Basil**
The spreading dawn. 324p. D '27, c.'16-'27 N. Y., Harper \$2
Six stories of life after death.
- Kinsburn, Emart**
The girl from Shanty Creek; a western story. 255p. D (Chelsea House popular copyrights) [c.'27] N. Y., Chelsea House 75c.
- Kotenev, A. M.**
Shanghai: its municipality and the Chinese. 565p. O '27 N. Y., G. E. Stechert fab. \$8.50
- Krapp, George Philip**
Sixty years ago: a tale of the Civil War; il. by Philip von Saltza. 178p. D (Amer. life ser.) [c.'27] Chic., Rand McNally 90c.
A children's story.
- Krylov, Ivan Andreevich**
Krylov's fables; tr. by Bernard Pares. 271p. O [n.d.] N. Y., Harcourt \$3
Russian tales in verse form.

- Herrmann, George Rudolph, M.D.**
Clinical case-taking; supplement to Methods in Medicine. 90p. diagrs. O c. St. Louis, Mo., C. V. Mosby \$1.50
- Herzberg, Max John**
Outline for the study of contemporary literature. 42p. S [c.'27] Bost., Palmer Co. apply

- Ketchum, Everett Phoenix**
The primary importance to the world of government ownership. 17p. O c. '27 [Colorado Springs, Col., Democrat Pub. Co.] apply
- Kitty cat.** no p. il. (col.) F [c.'27] [N. Y., S. Gabriel] pap. 25 c.

Kyle, Margaret

Little Sister. no p. il. (col. front.) O '27, c. '22-'27 N. Y., Harper \$2.50
A story of everyday happenings in the life of a little girl.

Lindberg, Maja

Karl's journey to the moon; il. by the author; tr. by Siri Andrews. 28p. il. (col.) Q [n. d.] N. Y., Harper bds. \$1.50
The story of a little boy who went to the moon in a soap-bubble.

Love, Clyde Elton

Analytic geometry; rev. ed. 271p. diagrs. D '27, c. '23, '27 N. Y., Macmillan \$2.50

Lucas, Edward Verrall

A cat book; il. by Pat Sullivan. no p. O '27 N. Y., Harper \$1.50
Humorous poems and pictures for children.

McEntee, Georgiana Putnam

The Social Catholic movement in Great Britain. 322p. (bibl. notes) D c. N. Y., Macmillan \$2.50

The Social Catholic movement is an effort on the part of Catholics to apply Christian principles to the solution of social and economic problems.

Manning, David

The outlaw tamer; a western story. 251p. D (Chelsea House popular copyrights) [c. '27] N. Y., Chelsea House 75c.

Mearson, Lyon

Footsteps in the dark. 319p. front. D [c. '27] N. Y., Macaulay \$2
An uncanny mystery story centering about a house in New York, which is pervaded with the spirit of the Orient.

Montague, Joseph

Petals of Cathay; an adventure story. 246p. D (Chelsea House popular copyrights) [c. '27] N. Y., Chelsea House 75c.

Moore, F. J. and Underwood, H. W., jr.

Experiments in organic chemistry; 3rd ed. 133p. il. D '27 N. Y., Wiley \$1.25

Morrison, Alexander

The Crookshaven murder. 292p. D c. Bost., Houghton \$2
The author of an amateur mystery play is killed during its performance at a gay house party.

Morrison, Harvey A.

Pathways to success. 129p. D c. Bost., Stratford \$1.25

Stories of young people who have overcome difficulties on the road to success.

Mosher, Celia Duel, M.D.

Personal hygiene for women. 106p. (bibl. footnotes) front. D c. Stanford Univ., Cal., Stanford Univ. Press \$1.50

Oxford desk set, The; 2 v.: Dictionary of

Modern English usage by H. W. Fowler, and Concise Oxford dictionary by H. W. Fowler and F. G. Fowler. various p. D '27 N. Y., Oxford buck. \$7.50

Norris, Charles Gilman

Zelda Marsh. 486p. D [c. '27] N. Y., Dutton \$2.50

A novel of American life, with its central figure a girl who fell in love several times before she became a theatrical star.

Paléologue, Georges Maurice

Cavour; tr. by Ian F. D. Morrow and Muriel M. Morrow. 307p. il. (pors.) O '27 N. Y., Harper \$6

A biography of the famous Italian statesman.

Priestley, John Boynton

Open house. 201p. O c. N. Y., Harper bds. \$2.50

A book of essays on modern life.

Thomas Love Peacock. 223p. S (Eng. men of letters; new ser.) c. N. Y., Macmillan \$1.25

Prince, Leon Cushing

Pharaoh's question, and other addresses. 180p. D [c. '27] N. Y., Abingdon \$1

Ralli, Augustus

Critiques. 205p. O '27 N. Y., Longmans \$4.20

Literary essays that first appeared in English periodicals.

Rayner, Robert M.

Nineteenth century England. 427p. maps, diagrs. D '27 N. Y., Longmans \$2.25
A political and social history of the British Commonwealth, 1815-1914.

Reigner, Charles G.

New dictation course in business literature. 308p. D '27 Balt., H. M. Rowe Co. \$1.40

Rice, Merton Stacher

To know Him; five addresses. 100p. D [c. '27] N. Y., Abingdon \$1
Lectures on the Matthew Simpson Foundation, De Pauw University, 1927.

LeClerc, Joseph Arthur

Rice trade in the Far East. 79p. diagr. O (Trade promotion ser. no. 46) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Let's build a town. no p. il. (col.) obl. Q [n. d.] N. Y., S. Gabriel pap. 75 c.

Mesa Verde National Park (The); reproductions from a series of photographs by Laura Gilpin. no p. il. Q '27 Colorado Springs, Col., Gilpin Pub. Co. pap. apply

Miller, Edward Frederick

The influence of Gesenius on Hebrew lexicography. 105p. (2p. bibl.) O (Contribs. to Oriental hist. and philology, no. 11) c. N. Y., Columbia Univ. Press pap. \$1.50

My chickie. no p. il. (col.) F [c. '27] [N. Y., S. Gabriel] pap. 25 c.

Oldridge, Harry Barton

Movie make-up manual. 45p. D [c. '27] [N. Y., Sorg Pr. Co., 203 Fulton St.] apply

Play and pleasure everywhere; transfer book. no p. il. (pt. col.) obl. D [n. d.] N. Y., S. Gabriel pap. 50 c.

Put-together puzzle book of happy hours, The. no p. il. (pt. col.) obl. O c. '27 N. Y., S. Gabriel bds. 50 c.

Redecker, Sydney B., and Messenger, Frank

Palm-oil industry of Sumatra and West Africa. 19p. O (Trade information bull., no. 471) ['27] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap. 10 c.

Robinson, Reginald Heber

Commercial fertilizers; 1927 ed. 22p. O (Circ. 78) '27 Corvallis, Ore., Ore. Agri. Exp. Sta. apply

Schmalhausen, Samuel D.

Humanizing education. 343p. O [c.'27] N. Y., Macaulay \$2.50
Essays on varied aspects of education, stressing the need for critical-mindedness in place of superstition.

Shaftesbury, Edmund, pseud. [Webster Edgerly]

The goal of creation; in the temple of great achievements; a constructive course in human progress. 400p. O '27 Meriden, Conn., Ralston Univ. Press \$5

Sitwell, Constance

Flowers and elephants; foreword by E. M. Forster. 157p. D [n.d.] N. Y., Harcourt \$1.75

Impressions made in India.

Smith, Alpheus Wilson

The elements of physics; 2nd ed., rev. and enl. 678p. il. (col. front.), diags. O '27 N. Y., McGraw-Hill \$3.50
Formerly published under the title, "The Elements of Applied Physics."

Souter, Alexander

The earliest Latin commentaries on the Epistles of St Paul; a study. 254p. O '27 N. Y., Oxford \$5

Stidger, William Le Roy

God is at the organ. 251p. D [c.'27] N. Y., Abingdon \$1.50
Sermons that interpret God thru science, nature, humanity and Christ.

Swift, Morrison Isaac

The evil religion does. 111p. D c. Bost., Liberty Press \$2

Sylvester, Cyril and Ritchie, Thomas E.

Modern electrical illumination. 427p. il. diags. O '27 N. Y., Longmans \$15
Deals with nearly every form of commercial, industrial and social illumination.

Tarkington, Booth

Station YYYY. 43p. diagr. D (Appleton short plays no. 19) c. N. Y., Appleton pap. 50c.

The travelers. 51p. diagr. D (Appleton short plays, no. 20) c. N. Y., Appleton pap. 50c.

Temple, Bp. William

Essays in Christian politics and kindred subjects. 235p. O '27 N. Y., Longmans \$2.75

Thompson, Herbert

Wagner and Wagenseil; a source of Wagner's opera Die Meistersinger. 40p. il. O '27 N. Y., Oxford \$4

Thorndike, Edward Lee

The Thorndike algebra. 372p. diags. D [c.'27] Chic., Rand McNally \$1.30

Tipping, Henry Avray

English homes; period 3, v. 2, Late Tudor and early Stuart, 1558-1649. 445p. il., diags. F '27 N. Y., Scribner \$25

Torres, Arturo

Essentials of Spanish. 429p. il. D c. Garden City, N. Y., Doubleday \$1.50

[Tzu-ssu]

The Chung-yung, or, The centre, the common; tr. by Leonard A. Lyall and King Chien-Rün. 51p. O '27 N. Y., Longmans \$2.40

A digest of the teachings of Confucius, compiled by his grandson.

Valentine, P. F.

The psychology of personality. 403p. (bibl. footnotes) O c. N. Y., Appleton \$2.50

The author is lecturer in psychology in the San Francisco State Teachers College.

Vallois, G. M.

First steps in collecting. 315p. il. (pt. col.) O ['26] N. Y., Dodd, Mead \$5

Vaughan, Dorothy M.

The Mediterranean world in Greek and Roman times. 263p. il. maps D '27 N. Y., Longmans \$1.25

An elementary textbook written in story form.

Vernon, Frank L., D.D.

The light of the cross; addresses on the seven last words from the Cross. 54p. S [c.'27] Milwaukee, Morehouse Pub. Co. 75c.

Schueren, Arnold C.

Meat retailing. 868p. il. diags. O '27 Chic., Vaughan Co. \$7

Sherwood, Edith Very

American paintings and painters. various p. D (Little gallery tours in the Metropolitan Mus., N. Y., no. 1) [c.'27] N. Y., Brown-Robertson Co. apply

Silhouette transfer book, The. nq p. il. (col.) F c.'27 N. Y., S. Gabriel pap. 75 c.

Smiley, Dean Franklin, M.D.

Organization of the health program of a university [Cornell University]. 10p. diags. O '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Some special features of the work of the Public Health Service. 77p. O '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Spalding's official football guide, 1927. 367p. il. S (Spalding's athletic lib. no. 200X) c.'27 N. Y., Amer. Sports Pub. Co. pap. 35 c.

Statistical report of infant mortality for 1926; in 675 cities of the United States. 21p. diagr. Q '27 N. Y., Amer. Child Health Ass'n pap. apply

Streeter, Harold Warner

Report on municipal sanitary engineering practice in Great Britain. 61p. O (Public health bull. no. 166) '27 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Tilden, William Tatem, 2d

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CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE Oxford University Press, American Branch, is adding to its series of Oxford English Texts "The Poems English, Latin and Greek of Richard Crashaw" edited by L. C. Martin. The chief purpose of this volume is to provide a reliable account of the text and canon of Richard Crashaw's complete works, and to make it easier than it has hitherto been to appreciate the quality and follow the development of his mind and art. Some new poems attributed to Crashaw are printed in this edition for the first time.

THE MacPherson collection of maritime prints, paintings, atlases, charts, etc., numbering some 11,382 items, and recognized as the greatest pictorial record of British maritime history in the world is now on sale. The break-up value is stated to be no less than £150,000, but its owner regards it as very important to keep it at home and is willing to accept £90,000 if it remains in Great Britain. The collection is divided into eleven sections covering naval actions, portraits, sailing ships, steamships, yachts, seaports, the discovery of whaling, atlases and sea charts.

THE Oxford University Press, American Branch, announces the publication of the fourth edition of "Horace Walpole: A Memoir" by Austin Dobson. This edition has been revised and enlarged by Paget Toynbee and contains an appendix of books printed at the Strawberry Hill Press. This "Memoir" was originally published in a limited edition in this city in 1890, and after revision ran thru three editions. Since the issue of the third edition, however, a large amount of new material has been brought to light and has been included in the present edition.

DOUBLEDAY, PAGE & COMPANY announce the publication of a uniform, collected edition of Christopher Morley's books, to be known as the Haverford edition, limited to 1001 sets of twelve volumes each. These are printed in Caslon type on laid rag paper bound in cloth. Each volume has a rotogravure frontispiece and the first volume is signed by the author. This edition contains many of Mr. Morley's writings that have not previously appeared in book form.

THE fifth book of the Pennell Club, just issued, is by far, the finest it has issued. It was written by Elizabeth Robins Pennell, and is entitled "Italy's Garden of Eden." There are twenty delightful drawings by the late Joseph Pennell, and the designing and printing of the volume has been done by William Edwin Rudge. The edition has been limited to 150 numbered copies autographed by Mrs. Pennell. A few copies, still remaining after all club members' subscriptions have been provided for, are in the hands of George J. C. Grasberger, Inc., of Philadelphia, who can supply them at the price paid by the regular club members.

HENRY JAMES, Westbrook, L. I., N. Y., writes: "The family of the late Charles W. Eliot and I are desirous of obtaining as many as possible of his letters to correspondents both at home and abroad, for use or for reference in connection with a biography or biographical collection of letters which I have agreed to prepare for publication. Mr. Eliot's life covered such a long span and his correspondence was so wide that we are trying to take every means of reaching what may be interesting. Letters may be sent to me, or if sent to the Eliot family they will be forwarded to me."

THE Book Club of California announces the publication of "The Gentle Cynic," a new translation of the Book of Ecclesiastes by Morris Jastrow, Jr. The volume is similar in size and typographical design to the club edition of Dr. Jastrow's "The Song of Songs," published in 1922 and now completely distributed among members. This edition of "The Gentle Cynic" is printed from Goudy type, hand-set, on Whatman hand-made paper, with initials in blue, red and gold. The binding is limp vellum with ties; and with black and red title. The volume has been printed and bound at the Grabhorn Press and is ready for immediate delivery. The edition is limited to 250 copies.

AMONG the most striking of the publications to be issued this year in connection with the centenary celebration of William Blake's death must surely be reckoned a portfolio announced by the Harvard University Press. This includes thirty collotype reproductions from a unique copy of Young's "Night Thoughts" in the margin of which Blake executed a series of magnificent water color illustrations. Five of the plates will be in full color and twenty-five in monotone. The book, which is now in the Fogg Museum of Art at Harvard, belonged to the late William Augustus White of Brooklyn, a noted collector who died last May. Geoffrey Keynes, the great authority on Blake, has written an introductory essay. The portfolio will be ready for distribution this fall.

A HITHERTO unpublished letter written by Thomas Jefferson has been given to the Library of Columbia University by the Marchese Misciatelli of Siena. Dr. Nicholas Murray Butler, who has just returned from Europe, brought the letter with him. The letter was dated at Monticello on April 19, 1821, and was an order for books, addressed to Messrs. De Bures Frères, Rue Serpente, Paris. The volumes named cover a wide range in the fields of history, literature and natural science. The Latin, French and Spanish languages are represented. The books include the works of Ovid, Vergil, Horace, and Terence and those of Voltaire. Others

relate to architecture, agriculture, natural history and Roman history. "The list," said Dr. Butler, "gives a very interesting and instructive view of Jefferson's wide and varied range of intellectual interests and activity."

SECRETARY SHEARER of the Bibliographical Society of America has sent to members the "News Sheet" containing an account of the meeting at Victoria College, Toronto, in conjunction with the college and reference section of the American Library Association. At the business session a draft of the new constitution and by-laws was presented, to be voted on at the December meeting at Washington. A resolution was passed urging the Library of Congress to take up the matter of making cards for photostat reproductions of manuscripts in American libraries. It was reported that the first part of the continuation of Sabin's "Dictionary of Books Relating to America," would be ready for delivery this month. The Union List of Serials is now going to press, with approximately 70,000 entries in 3,000 pages. Volume XIX of the "Papers of the Bibliographical Society of America" has gone to press and will be delivered to members soon. Fourteen new members have been admitted since the last report was made.

Auction Calendar

Thursday morning, August 18th, at 10.30. Books and letters of General W. A. Hazen of the Weather Bureau, Washington, with association books and card photographs from the collection of Bayard Taylor and other owners. The Walpole Galleries, 12 West 48th St., New York City.

Catalogs Received

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Choice, rare and interesting books from libraries recently purchased, including many first editions, Americana, American Revolution, Civil War, early printing, Dickensiana and an especially fine copy of the celebrated "Breeches" Bible, 1583. (No. 3; Items 618.) The R. L. James Book Co., 116 Union St., Providence, R. I.

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Oriental literature. (New Series, No. 10; Items 566.) Kegan Paul, Trench, Trubner & Co., Ltd., 38 Great Russell St., London, W. C. 1, England.

Original leaves from rare books and manuscripts. (Items 100.) The Foliophiles, Inc., 32 West 58th St., New York City.

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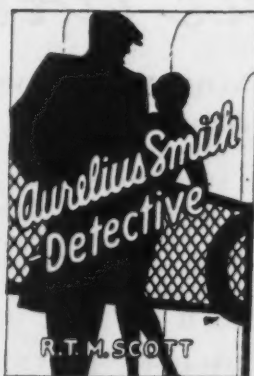
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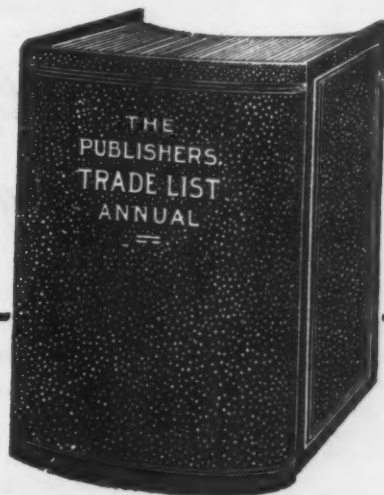
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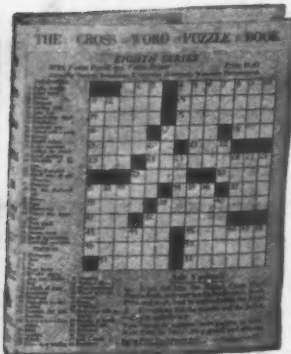
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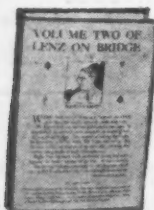
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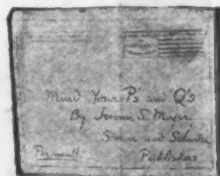
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